

Notice of References Cited

Application/Control No.

09/846,616

Applicant(s)/Patent Under
Reexamination
KASOWER, SHELDON

Examiner

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Art Unit

3691

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Ettorre ("Paul Kahn on exceptional marketing": Management Review v83n11 PP: 48-51 Nov 1994 CODEN: MRVWDJ ISSN: 0025-1895 JRNL CODE: MRV) (see page 3 of 5, Paragraph 8)
	V	The Wall Street Journal pC2; August 21, 1995; ISSN:0193-2241 , "Ideon, Credit-Card Registry That Bellyflopped This Year, Is Drawing Some Bottom-Fishers" (Abstract)
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.